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T & D        / / /  
S. R. M.        / / /  
S. A. M. DD 1/22/92

December 1, 1992

M.A. YOUNG  
Regional Sales Manager

400 Raritan Center Parkway  
Raritan Center  
Edison, NJ 08837  
908-225-4774  
Fax 908-417-9076

TO: G. B. Brown  
J. H. Casey  
L. S. Justo  
J. A. Miller  
R. J. O'Rourke

RE: 1st Quarter 1993 Work Plan

Gentlemen:

In many cases, retail buy-downs have proven to be very effective in chains. The potential for "rip-off" is minimal.

Any 1st Quarter buy-downs (in chains), must be funded from our Work Plan budget. We may be able to utilize buy-downs in lieu of coupons, as the process is much less labor intensive. Rather than ordering your planned 1st Quarter coupons, we will have the option of substituting buy-downs.

If you have a chain that is honest when working a buy-down, I will need to know which previously planned coupons will not be ordered to fund the program.

If you have no need to work a 1st Quarter buy-down, simply return the attached form showing your Division and "none" under the brand line.

Sincerely,

M. A. Young

MAY/ams

Attachment

M-4

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"We work for smokers."

**First Quarter 1993 Conversion From Coupons to Retail Buydowns**

**Region**      New Jersey #1200

<u>Division</u>	<u>Brand</u>	<u>Coupon</u>	<u>Quantity (sku's)</u>	<u>\$ Amount</u>
Example Div.	Winston	\$1.50 off 2 packs	10 sku's	\$7,500

**Return to the Region Office prior to the Christmas Holiday**

51854 1760

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**Region** New Jersey #1200

Divison      Brand      Coupon      Quantity (sku's)      \$ Amount

Return to the Region Office prior to the Christmas Holiday

Source: <https://www.industrydocuments.ucsf.edu/docs/qjhu0000>

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